

# Home Products Specialists in Belgium

March 2024

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#### Home Products Specialists in Belgium - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Static performance in 2023

Intergamma invests in automated logistical system in order to lower costs

Leading Ikea makes further gains, thanks to omnichannel investments and lower prices

#### PROSPECTS AND OPPORTUNITIES

Recovery of consumer confidence will boost sales

Consolidation to continue

Digitalisation and omnichannel strategies increasingly important

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# Retail in Belgium - Industry Overview

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Retail in 2023: The big picture

Delhaize rationalises its operations, in viewing of rising input costs

Greater polarisation of shopping behaviour

What next for retail?

## OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

Christmas

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